



**ABADD**

Warning! Rapid Change  
Ahead, Are You Ready???

Thursday, June 7<sup>th</sup>, 2018

**#ABADD18**



@IIBAACD



IIBA Albany Capital District Chapter

Website: <http://albany.iiba.org>

# WELCOME

## Welcome to the Albany Business Analysis Development Day!

The Albany IIBA Chapter is excited to host our third annual professional development day. This will be a fantastic opportunity for you to expand your skills set, learn about the latest industry trends, and network with your colleagues. You will also be eligible to claim up to six CDUs and PDUs for attending. We are happy to be able to bring this value-packed event to the capital district.

**The theme of the ABADD 2018 is *Warning! Rapid Change Ahead, Are You Ready???*** Projects are becoming more complex with organizations asking for more to be delivered, in less time. Being stuck in the middle, SDLC professionals MUST take the time to prepared, or get blindsided and left behind.

2018 is the year volatility, uncertainty, complexity, and ambiguity (VUCA) comes to a head. New concepts like internet of things, (IoT), big data, digital transformation (DX), containerization, machine learning/AI, SAFe, and DevOps are being introduced. These concepts will lead to multiple projects, going in multiple directions, with technologies that impact the heart and soul of how work is done. Organizations want as much of it incorporated as possible. And as usual, they want it delivered quickly and correctly.

This year's conference is designed to provide a one-day program that covers these next generation topics, helping you plan your professional development to meet demands. The program is like career insurance – a little investment now will save a ton of pain later.

Thank you for joining us and we can't wait to watch the Albany BA community continue to grow and develop!

Sincerely,

**The IIBA Albany Chapter**

The logo for ASPE, featuring the letters "ASPE" in a bold, teal, sans-serif font.The logo for blueprint, featuring the word "blueprint" in a dark blue, lowercase, sans-serif font.The logo for SāQus, featuring a stylized green and blue icon to the left of the word "SāQus" in a green, sans-serif font.The logo for IIBA Albany Capital District Chapter, featuring the IIBA logo (a stylized 'i' and 'i' with a dot) followed by the text "Albany Capital District Chapter" and the website "www.albanyny.iiba.org".The logo for TEKsystems, featuring a stylized blue and orange icon to the left of the word "TEKsystems" in a blue, sans-serif font.The logo for FUSCO PERSONNEL, featuring a stylized blue and white icon to the left of the word "FUSCO" in a blue, sans-serif font, with "PERSONNEL" in a smaller, grey, sans-serif font below it.

## BA as a Bridge-Builder in a Multicultural World: Developing Your Cultural Intelligence

Keynote Speaker

**Marie Bankuti, PCC, CPCC, PMP**

Founder of Tether Free Vision Inc., Certified Coach, & Consultant

In this interactive session we'll explore how to increase and employ Cultural Intelligence in your relationships, to better navigate interactions and avoid unintended confusion and awkwardness. You will 1) Gain insights into different cultural norms and values in business 2) Understand how to access, appreciate and leverage cultural differences 3) Develop confidence working with colleagues from different cultures 4) Learn how to interact with your multicultural stakeholders with less struggle.

*A business coach with more than three decades of experience in technology and leadership coaching and training, Tether Free Vision Founder, Marie Bankuti, specializes in helping foreign-born professionals acclimate so they can thrive in U.S. companies. Her work focuses on helping both foreign-born individuals and the companies that hire them accelerate ease of acclimation, boost productivity levels, and improve the leadership potential of those coming to work from abroad. Offering individual, group, and corporate coaching and training, Marie has worked with hundreds of individuals from more than a dozen countries. Her program topics include cross-cultural communication, understanding cultural differences, multicultural team building, and more.*



## The Future of New: Tools and Techniques for Designing and Leading Complex Change

Keynote Speaker

**Tim Jaques**

Founder of Leaders In Demand, Author, & Entrepreneur

We live in a time of unprecedented change, and business analysts operate more and more in automated environments with ambiguous problem statements, conflicting stakeholder priorities and complex solutions. We need new tools, techniques and approaches for delivering successful projects. In this engaging discussion, Tim will explore a practical set of tool and techniques he uses and has gathered from business analysts and project managers around the world to drive complex change. We will talk about mindset, and where project managers get off target in driving complex change. We will look at some fun examples and share some best practices. It is time for us to redefine the role of the business analyst in terms of outcomes and value, to evolve the competencies needed to drive large implementations in commerce, transport, healthcare and all areas where new is the norm.

*For more than twenty years, Tim Jaques has been passionately exploring, thinking, speaking, and writing on the topics of business analysis, project management, organizational change, culture, performance, and resistance. Tim is an avid writer, presenter, and facilitator. Tim's work today focuses on business transformations and workplace performance. Tim has worked with a variety of private and public sector clients including MVP Health Care, General Electric, New York State, US Government, Tufts University, ACE Insurance, and many others. Tim is a long-time entrepreneur, having built several companies from scratch. He is based out of Saratoga Springs and New York City. Tim's core capabilities include business analysis, project and program management, performance improvement, execution and operations, organizational change management, IT transformation, and business strategy. Tim co-authored the International Project Management Association (IPMA) Individual Competence Baseline, version 4, an international project, program and portfolio competence standard. He has published two books on US Federal government PM practices; and written numerous articles on project management, organizational change and transformation. Tim is a musician, husband, and father of two sons. Tim is a past contributor and speaker at PMI World Congresses, past vice-president of IPMA-USA and has held numerous board positions.*



**8:00 Registration/Check-In** (Pre-Function/Main Entrance) & **Breakfast** (MR 2A-2C)

**8:40 Welcome & Opening Remarks** (MR 2A-2C)

**8:45 Morning Keynote: BA as a Bridge-BUILDER in a Multicultural World: Developing Your Cultural Intelligence** Marie Bankuti (MR 2A-2C)

**9:45 Break: Passport Stamp Collection**

**10:00 Technology Evolution** (MR 1A)

### DevOps Programs (Lean UX & Prototyping)

Lean UX – What is It? This presentation sheds light on the difference between traditional UX and Lean UX, and how to incorporate this practice into Agile projects. You will learn the role of the BA and leveraging Lean UX, using Lean UX to produce requirements, how Lean UX affects deliverables, as well as its advantages/disadvantages. Michael will also be discussing current Lean UX tools and through audience participation, solicit examples of traditional UX requirements and how to convert traditional UX requirements into Lean UX.

*Michael Carmichael is a Certified Scrum Master (CSM) and the CIO of SaQus, an Agile software development company. He has authored over 300 custom applications, specializing in custom applications for organizations that have unique processes which cannot be fulfilled by off-the-shelf software. He has provided Agile training to project teams and managers and specializes in presenting Agile software development to those without technology backgrounds.*



**Doing the Work** (MR 1B)

### Solution First? Do We Understand The End Goal?

Organizations continue to experience the “Jump to Solution Before Understanding the Problem” syndrome. This syndrome becomes more pronounced as packaged solutions offer up the cure without the business providing support and engagement. I want to share my experience at a global organization implementing a non-sexy document management system and how eyes were opened regarding the harnessing of knowledge that could be attained thinking outside the COTS box through fun activities in collaborative workshops.

*Billie Johnson is an expert business analysis professional who has been involved in establishing business analysis direction, processes and modeling for almost 30 years – spanning financial, manufacturing, consulting, education, government, retail, and mining industries. She was an early adopter of the IIBA® and Certified Business Analysis Professional™ (CBAP®) certification, receiving her CBAP® certification in May 2007; as well as embracing Professional in Business Analysis (PMI-PBA®) certification achieved as soon as it was offered in July 2014. Billie was a review lead for the BABOK Guide® version 3.0 and speaks at IIBA® and PMI® events. For the last ten years, she has been teaching and consulting with large organizations and Fortune companies. As a business analysis instructor, course developer, author, coach, and mentor she enjoys furthering the field of business analysis by touching those in the field with tools to face their unique problems and opportunities for organizations today.*



## 11:00 Break: Passport Stamp Collection

### 11:15 Technology Evolution (MR 1A)

#### Your Business Model Is Out of Date

During this session, Doug will provide 3 things: 1) a simple business model, 2) proof that your value proposition is woefully out-of-date, and 3) what to do about it. He will introduce a proven tool for capturing and analyzing all the aspects of how your organization delivers value to its customers. It will help you understand your customers and how you interact with them. Then, this session will look at how technology is accelerating, integrating and disrupting all at once. We will explore how client and customer expectations are being set in the “shared economy” by Amazon, Facebook, and Uber and offer ideas for updating how you attract, retain and serve your customers.

***Douglas Lapham** has been improving business processes across a variety of industries for over twenty-five years. As a seller, consumer, and implementor of consulting services he understands and emphasizes the importance of good advice with an ROI. He has overseen corporate strategy development for high tech firms, reorganized manufacturing plants, and managed large-scale technology implementations. He helps businesses grow and become more profitable. His primary focus is how people factor into the change equation. With a Masters in Organization and Management he always emphasizes the individuals, the teams and the managers who need to survive and prosper with new systems and processes.*



### Doing the Work (MR 1B)

#### United in Change: Evolving as a BA

Join Marie Bankuti and Tim Jaques as they offer an immersive, interactive session for attendees that will include a reverse panel Q&A and discussion as well as the opportunity to work on professional skills with your fellow conference attendees. In the reverse panel, Marie and Tim will be asking the questions and you will have the opportunity to share your knowledge with them while also getting feedback from the presenters. Following the reverse panel, there will be a professional skills topic that includes the presenters selecting a few interview questions and asking selected volunteers for their answers, evaluating the answers and then sharing and gathering feedback from the audience!

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***Tim Jaques** co-authored the International Project Management Association (IPMA) Individual Competence Baseline, version 4, an international project, program and portfolio competence standard. He has published two books on US Federal government PM practices; and written numerous articles on project management, organizational change and transformation. Tim is a musician, husband, and father of two sons. Tim is a past contributor and speaker at PMI World Congresses, past vice-president of IPMA-USA and has held numerous board positions.*



## 12:15 Lunch (MR 2A-2C)



**1:00 Afternoon Keynote: The Future of New: Tools and Techniques for Designing and Leading Complex Change** Tim Jaques (MR 2A-2C)

**2:00 Break: Passport Stamp Collection**

**2:15 Technology Evolution** (MR 1A)

### Put “Business Analysis” Back Into Business Analysis

Stop thinking about Net Present Value (NPV) as a nerdy spreadsheet. Peter will unlock the mystery behind how to engage key stakeholders and improve accountability. He will draw from a case study where the conversation about NPV led to an entirely different strategic direction — a painful but essential outcome. Over the life cycle of a project, the dynamic business case can help analyze risk, optimize scope and test assumptions. This presentation allows you to put the ‘business analysis’ back in business analysis.

***Peter Johnson** is a performance-oriented Senior Consultant, Director, Trainer and Speaker. His goal is to realize greater value from products and services beyond the project life cycle. Mr. Johnson helps organizations worldwide develop better problem solving skills, communications, risk management, and sustained innovation. Johnson focuses on value analysis, feasibility studies, business analysis modeling, globalization, organizational competency, and various agile methods. Mr. Johnson has over 35 years of experience in information technology practice and management. As a transition into business analysis, he performed many product marketing functions including vendor/partner management, strategic pricing, sales support, and quality audits. He managed an IT staff as Director of Business Solutions. More recently he worked as a senior consultant on projects to improve child protective services in two states where he led developing a detailed business case and managed the design and implementation of systems interfaces.*



**Doing the Work** (MR 1B)

### Bridging the Gap: Strategy Design & Implementation

This session will provide an overview of the challenges we face in organizations, large and small, due to the ineffective implementation of strategic plans. Organizations spend a significant amount of time, energy and resources on developing strategic plans that will drive their business, yet there is rarely any implementation plan developed in conjunction with these strategies. How do these organizations expect to reap the benefits of these strategic goals if there is no plan in place to achieve those goals? In this session we will review the foundational tools and techniques associated with implementation planning to effectively and efficiently manage those strategic efforts.

***Mary Beth Imbarrato, PMP, SPP** is dedicated to sharing her knowledge of the power of project management with clients in the areas of project portfolios, training and strategic planning efforts. Mary Beth has 25 years of experience in project management, change management, performance improvement and risk. Mary Beth's experience includes helping organizations establish standards for strategic planning programs along with implementing project management best practices that are meaningful to the business. As the Owner of MBI Consulting, Mary Beth focuses on providing clients with strategic planning and project management programs and training to help them be more successful with their projects which in turn enables them to meet their strategic goals.*



### 3:15 Break: Passport Stamp Collection

### 3:30 Technology Evolution (MR 1A)

#### Agile vs. Requirements

Exploring the natural conflict between Agile methodology and classic top-down requirements, and seeking resolution between the two to best serve technical development. This session includes examination of collaboration best practice between business analysts and product managers.

***Errol Limani** has been in Information Technology for over 20 years, and has ten years of experience working with software development, enterprise analysis, product management, IT team management, and strategic planning. Errol has had success in bridging and synthesizing business and IT perspectives to deliver enterprise value and opportunity. Limani brings to the table over 8 years of experience as a Business Analyst, including management of a BA team, and is currently managing an engineering team at Ayco, a Goldman Sachs company*



### Doing the Work (MR 1B)

#### Know Thyself, Brand Thyself!

In this session, Michael Milutis will share what he has learned from having consulted with hundreds of project management and IT professionals from around the world on their personal branding and career development challenges. He will explain why self-knowledge and mindfulness are such critical success factors, while also exploring the key personal questions that everyone must find answers to, and that are universal across functional areas. Michael will walk you through this process and then demonstrate how one's learning strategy, networking strategy, and personal branding strategy all flow logically from the answers. Attendees will walk away with a roadmap for becoming more fulfilled and self-actualized and for positively transforming their careers.

***Michael Milutis** is an INFP committed to human capital development, continuous workplace learning, and corporate mindfulness. He works with technology organizations to develop innovative learning cultures and he coaches individuals and teams so that they can develop continuously, grow personally, and realize their highest potential. Since 1997, Michael has worked in marketing, new business development, and L&D for Computer Aid, Inc (CAI), an international IT services and support firm. He is also the creator and director of CAI's IT Metrics and Productivity Institute, an organization devoted to continuous learning and career development within the global IT community. Michael speaks around the world and offers coaching and consulting in the areas of human capital development and peak performance management. You can connect with him on LinkedIn at [www.linkedin.com/in/michaelmilutis](http://www.linkedin.com/in/michaelmilutis) or on Twitter at @itmpi.*



### 4:30 Raffle Prize Drawings & Closing Remarks (MR 2A-2C)

8:00 - 8:40	<b>Registration/Check-In</b> <i>(Pre-Function Area)</i> & <b>Breakfast</b> <i>(MR 2A-2C)</i>	
8:40 - 8:45	<b>Welcome &amp; Opening Remarks</b> <i>(MR 2A-2C)</i>	
8:45 - 9:45	<b>BA as a Bridge-Builder in a Multicultural World: Developing Your Cultural Intelligence - Marie Bankuti</b> <i>(MR 2A-2C)</i>	
9:45 - 10:00	<b>Break: Passport Stamp Collection</b>	
10:00 - 11:00	<b>DevOps Programs (Lean UX &amp; Prototyping)</b> <i>(MR 1A)</i>	<b>Solution First? Do We Understand the End Goal?</b> <i>(MR 1B)</i>
11:00 - 11:15	<b>Break: Passport Stamp Collection</b>	
11:15 - 12:15	<b>Your Business Model Is Out of Date</b> <i>(MR 1A)</i>	<b>United in Change: Evolving as a BA</b> <i>(MR 1B)</i>
12:15 - 1:00	<b>Lunch</b> <i>(MR 2A-2C)</i>	
1:00 - 2:00	<b>Afternoon Keynote: The Future of New: Tools and Techniques for Designing and Leading Complex Change - Tim Jaques</b> <i>(MR 2A-2C)</i>	
2:00 - 2:15	<b>Break: Passport Stamp Collection</b>	
2:15 - 3:15	<b>Put “Business Analysis” Back Into Business Analysis</b> <i>(MR 1A)</i>	<b>Bridging the Gap: Strategy Design &amp; Implementation</b> <i>(MR 1B)</i>
3:15 - 3:30	<b>Break: Passport Stamp Collection</b>	
3:30 - 4:30	<b>Agile vs. Requirements</b> <i>(MR 1A)</i>	<b>Know Thyself, Brand Thyself!</b> <i>(MR 1B)</i>
4:30 - 5:00	<b>Raffle Prize Drawings &amp; Closing Remarks</b> <i>(MR 2A-2C)</i>	